



# NextConnect



## Registration Now Open!

Click the link below to register for “NextConnect ’11 – The 2011 National Marketing Summits”!

<http://reservations.scouting.org/profile/form/index.cfm?PKformID=0x258796ea8>

### NextConnect ’11

Learn new strategies to connect Scouting to the communities you serve. From digital recruiting techniques to using social media as a way of connecting with parents, you’ll learn proven strategies to positively impact recruitment, retention and financial stability. From a combination of industry experts and proven best practices within the Scouting family, you will leave with an arsenal of new tools. New tools and ideas you can use to make valuable connections with Scouting’s target audiences. Making that “next connection” is what it’s all about at NextConnect ’11.

### No Conference Fees!

Complimentary meals will be provided during the conference.  
Attendees are responsible for travel and hotel costs.

### Dates & Locations

#### Chicago

July 25-26, 2011

Hyatt Regency O’Hare  
9300 Bryn Mawr Avenue  
Rosemont, IL 60018

Room rate: \$119 per night, plus taxes & fees.

Parking: \$12 self-parking per day.

Wireless Internet: Complimentary.

*To make a room reservation, please contact:*

*Hyatt Regency O’Hare  
(800)233-1234  
Reference: Boy Scouts*

#### Los Angeles (Orange County)

July 28-29, 2011

Irvine Marriott  
18000 Von Karman Avenue  
Irvine, CA 92612

Room rate: \$105 per night, plus taxes & fees.

Parking: \$5 self-parking per room per day.

Wired or Wireless Internet: Complimentary.

*To make a room reservation, please contact:*

*Irvine Marriott  
(800)228-9290  
Reference: Boy Scouts*

**NextConnect** *Chicago*  
July 25 & 26, 2011

**NextConnect** *LA*  
July 28 & 29, 2011



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## Agenda

### Day 1

Welcome Reception - 6pm-7pm

Opening Session & Banquet – 7pm-9pm

### Day 2

Breakfast – 7am-8am

General Session #1 – 8am-9am

General Session #2 – 9am-10am

Break – 10am-10:15am

General Session #3 – 10:15am-11:15am

General Session #4 – 11:15am-Noon

Lunch & Keynote Speaker – Noon-1:30pm

Breakout Session #1 – 1:40pm-2:30pm

Breakout Session #2 – 2:40pm-3:30pm

Breakout Session #3 – 3:40pm-4:30pm

Closing – 4:40pm-5pm

### Register in 2 easy steps:

*Step 1:* Register for the conference by clicking the link in this document

*Step 2:* Book your travel & hotel

## For More Information

For conference questions, please call the Marketing Hotline at (972)580-2239.

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